

IN THE CLAIMS

Please amend the claims as follows:

1-36. (Canceled)

37. (Currently Amended): An apparatus ~~for determining a share of profits~~
comprising:

~~registering means for receiving first predetermined information of a content creator and
for storing the first predetermined information;~~

first receiving means for receiving from a personal computer of the content creator via
internet, content data and second predetermined information including at least category
information indicating genre of the content data, to allow a user of the personal computer to
self-distribute the content data, created by the content creator, which is appointed by the
personal computer of the content creator after the personal computer of the content provider
is authenticated based on the first predetermined information, the content data including
advertising data affixed thereto, said advertising data being affixed based on commercial
desired data generated in response to a selection by the content creator;

~~accessing means for accessing the content data received from the device of the content
creator;~~

second receiving means for receiving a request from the one or more user locations for
selected content data, the request including information specifying content data to be
transmitted;

managing means for referring to on-demand control information based on the
information specifying content data to be transmitted and retrieving the selected content data;

transmission means for transmitting, via a network, the selected content data to one or
more user locations along with a commercial selected in accordance with the on-demand

control information, in response to a request from the one or more user locations for the selected content data; and

~~calculating means for calculating a share of profits to be earned by the content creator;~~
and

~~storing means for storing the share of profits for the content creator in a content creator information database.~~

means for modifying the information indicating genre of the content data through the personal computer after receiving the predetermined information.

38. (Previously Presented): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

39. (Previously Presented): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

40. (Currently Amended): The apparatus according to claim 37, ~~wherein the calculating means calculates the share of profits to be earned by the content creator by~~ further comprising:

calculating means for calculating an amount of money to be earned by the user of the personal computer for self-distributing the content data by:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider

connecting the personal computer of the content provider to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider from the service user charges to ~~determine the share of profits to be earned by the content creator.~~

41-47. (Canceled).

48. (Currently Amended): A method ~~for determining a share of profits~~ comprising:
~~receiving first predetermined information of a content provider and for storing first predetermined information;~~

receiving from a personal computer ~~of the content creator~~ via internet, content data and ~~second~~ predetermined information including at least category information indicating genre of the content data, to allow a user of the personal computer to self-distribute the content data ~~which is appointed by the personal computer of the content creator after the personal computer of the content creator is authenticated based on the first predetermined information, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;~~

~~accessing the content data received from the device of the content creator;~~

receiving a request from the one or more user locations for selected content data, the request including information specifying content data to be transmitted;

referring to on-demand control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand control information, in response to a request from the one or more user locations for the selected content data; and

calculating a share of profits to be earned by the content creator; and

storing the share of profits for the content creator in a content creator information database.

modifying the information indicating genre of the content data through the personal computer after receiving the predetermined information.

49. (Previously Presented): The method according to claim 48, wherein the request from the one or more user locations includes indicating inclusion of advertising data with the content data.

50. (Previously Presented): The method according to claim 48, wherein the request from the one or more user locations includes indicating exclusion of advertising data from the content data.

51. (Currently Amended): The method according to claim 48, ~~wherein the calculating step calculates the share of profits to be earned by the content creator as a function of connection fee data by~~ further comprising:

calculating an amount of money to be earned by the user of the personal computer for self-distributing the content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer ~~of the content provider~~ to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider from the service user charges ~~to determine the share of profits to be earned by the content creator.~~

52-58 (Canceled).

59. (Currently Amended): A computer readable storage medium encoded with instructions, which when executed by a computer causes the computer to implement a method ~~for determining a share of profits, the method~~ comprising:

~~receiving first predetermined information of a content provider and for storing the first predetermined information;~~

receiving from a personal computer ~~of the content creator~~ via internet, content data and ~~second~~ predetermined information including at least category information indicating genre of the content data, to allow a user of the personal computer to self-distribute the

~~content data which is appointed by the personal computer of the content creator after the personal computer of the content provider is authenticated based on the first predetermined information, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;~~

~~accessing the content data received from the device of the content creator;~~

~~receiving a request from the one or more user locations for selected content data, the request including information specifying content data to be transmitted;~~

~~referring to on-demand control information based on the information specifying content data to be transmitted and retrieving the selected content data;~~

~~transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand control information, in response to a request from the one or more user locations for the selected content data; and~~

~~calculating a share of profits to be earned by the content creator; and~~

~~storing the share of profits for the content creator in a content creator information database.~~

~~modifying the information indicating genre of the content data to be modified through the personal computer after receiving the predetermined information.~~

60. (Previously Presented): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

61. (Previously Presented): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

62. (Currently Amended): The computer readable storage medium according to claim 59, wherein the ~~calculating calculates the share of profits to be earned by the content creator~~ method further comprises:

calculating an amount of money to be earned by the user of the personal computer for self-distributing the content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer ~~of the content provider~~ to the Internet and the application service provider storing the content data,

retrieving data representing a number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider from the service user charges ~~to determine the share of profits to be earned by the content creator.~~

63-96 (Canceled).

97. (Currently Amended): An apparatus ~~for determining a share of profits~~
comprising:

~~a registering unit configured to receive first predetermined information from a content creator;~~

~~a storage unit configured to store the first predetermined information;~~

a receiving unit configured to receive from a personal computer ~~of the content creator~~
via internet, content data and ~~second~~ predetermined information including at least category
information indicating genre of the content data, to allow a user of the personal computer to
self-distribute the content data which is appointed by the personal computer of the content
creator after the personal computer of the content creator is authenticated, the content data
including advertising data affixed thereto, said advertising data being affixed based on
commercial desired data generated in response to a selection by the content creator;

~~an accessing unit configured to access the content data received from the device of the~~
~~content creator;~~

the receiving unit being configured to receive a request from the one or more user
locations for selected content data, the request including information for specifying content data
to be transmitted;

a managing unit configured to refer to on-demand control information based on the
information for specifying content data to be transmitted;

a transmission unit configured to transmit, via a network, the selected content data to
one or more user locations along with a commercial selected in accordance with the on-
demand control information, in response to a request from the one or more user locations for
the selected content data; and

~~a calculating unit configured to calculate a share of profits to be earned by the content~~
~~creator; and~~

~~a storing unit configured to store the share of profits for the content creator in a content creator information database.~~

a modification unit configured to modify the information indicating genre of the content data to be modified through the personal computer after receiving the predetermined information.

98. (Currently Amended): The apparatus of Claim 37, further comprising:
a registering means for receiving information regarding the user of the personal computer,

wherein the registering means creates a user information database table based on the ~~first predetermined~~ information regarding the user of the personal computer, matches a URL to a user ID of the ~~content creator~~ user of the personal computer, stores the matching URL and the user ID of the ~~content creator~~ user of the personal computer in the user information database table, stores data representing a number of times the content data ~~created by the content creator~~ was accessed by users of the application service provider, stores a connection fee of an Internet service provider and a service fee of an application service provider, the Internet service provider connecting the personal computer ~~of the content provider~~ to the Internet and the application service provider storing the content data, supplies the personal computer ~~of the content creator~~ with automatic upload software programmed to automatically connect to the URL matching the user ID ~~of the content creator~~ and to store the content data ~~created by the content creator~~ in an exclusive memory area in a server oriented to the URL.

99. (New): The apparatus of claim 37, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the content data.

100. (New): The method of claim 48, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the content data.

101. (New): The computer readable storage medium of claim 59, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the content data.

102. (New): The apparatus of claim 97, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the content data.

103. (New): The apparatus of claim 37, further comprising:
linking means for linking the content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the content data.

104. (New): The method of claim 48, further comprising:
linking the content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the content data.

105. (New): The computer readable storage medium of claim 59, wherein the method further comprises:

linking the content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the content data.

106. (New): The apparatus of claim 97, further comprising:

a linking unit configured to link the content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the content data.